

MINUTES

SPECIAL MEETING OF CITY OF ALAMEDA FILM COMMISSION WEDNESDAY, AUGUST 16, 2006 3:00 PM

CALL TO ORDER AND ROLL CALL

Chairman Duffin called the meeting to order 3:00 p.m.

Present: Commission Members: Bliss, Collins-Levi, Copperwaite, Dorrance, Duffin, Gray, Green, Grey, Lowell and Tabor.

Absent: Commission Member: Ratto

Staff: Commission Secretary: Sue G. Russell
Commission Recording Secretary: Rosemary Valeska

MINUTES

1. Minutes of the Regular Meeting of June 21, 2006

Motion (Bliss), seconded and unanimous to approve the minutes of the Regular Meeting of June 21, 2006 as submitted.

CONSENT CALENDAR

ORAL COMMUNICATIONS – PUBLIC

No speaker slips were submitted.

UNFINISHED BUSINESS

NEW BUSINESS

2. Marketing Subcommittee Draft First Year Work Plan
3. Locations Subcommittee Draft First Year Work Plan
4. Internal Operations Subcommittee Draft First Year Work Plan

Items 2, 3 & 4 were taken out of order (following the Internal Operations Subcommittee oral report). Motion (Bliss), seconded and unanimous to adopt all three Work Plans as submitted.

REPORTS

5. Oral Report – Marketing Subcommittee

This item was taken out of order (following the Locations Subcommittee oral report). Subcommittee Chair Bliss reported on the Marketing Subcommittee's July 19 meeting. The Subcommittee had identified outreach goals for the community at large as well as locations scouts and other film industry decision makers. Other priorities include design

and content development of the film commission website, getting the film commission website properly registered with the major search engines, adopting the web name of “filmalameda,” and developing brochures and other handouts as the budget permits. Another goal for the year is a bicycle “Fam Tour” for locations scouts. Other areas to pursue include a promotional DVD, listing in the Reel Directory, attendance at a future Location Expo, film festival participation, and press releases. The Chair requested that staff provide the Commission with a list of films shot in Alameda over the past ten years. The Chair stated that the website was the first priority. Report accepted.

6. Oral Report – Locations Subcommittee

The Chair granted permission for this item to be taken out of order (following approval of minutes). Subcommittee Chair Grey reported on the Locations Subcommittee’s July 26 meeting. The Subcommittee had identified the need to build and maintain photo inventory files, develop a system for interested parties to register their properties, and to have the Film Commission listed in the Reel Directory. A photo DVD was played. The DVD was prepared by Commission Member Copperwaite using photos taken by Subcommittee members. Report accepted.

7. Oral Report – Internal Operations Subcommittee

This item was taken out of order (following Marketing Subcommittee oral report). Vice Chair Green, subcommittee member, reported on the Internal Operations Subcommittee’s August 2 meeting. Updating the Municipal Code and the permit application forms are a priority. Ms. Russell introduced Vivian Day of the Planning and Building Department. Ms. Day explained the existing permit process, including permit turnaround times, insurance requirements and deposits. She also noted that the current film permit form was provided to the City quite a few years ago by the California Film Commission and that items have been added to it since then. Commission Member Bliss recommended that a survey be conducted with people in the film industry to identify perceived problems with the City’s current insurance requirements as a basis for future discussions with the City Attorney’s office. Report accepted.

WRITTEN COMMUNICATIONS

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- The Chair stated that he wanted to have the subcommittees meet again before the September 21 Regular Meeting with the goal of getting some basic items ready for the website.
 - The Locations Subcommittee agreed to meet on Wednesday, September 6, 3:00 – 5:00 p.m. at Alameda Point.
 - The Marketing Subcommittee agreed to meet on Wednesday, September 13, 3:00 – 5:00 p.m. at Alameda Point
 - City Website consultant, David Hillstrom of Infolane, stated that he could attend both these meetings. Mr. Hillstrom had stated earlier in the meeting that a website prototype could be ready in approximately 60 days.

- Vice Chair Green stated that he would be in contact with staff regarding the scheduling of the Internal Operations Subcommittee meeting.

ADJOURNMENT

The meeting was unanimously adjourned at 4:45 p.m.

Respectfully submitted,

Sue G. Russell
Film Liaison/Development Coordinator

SGR:rv